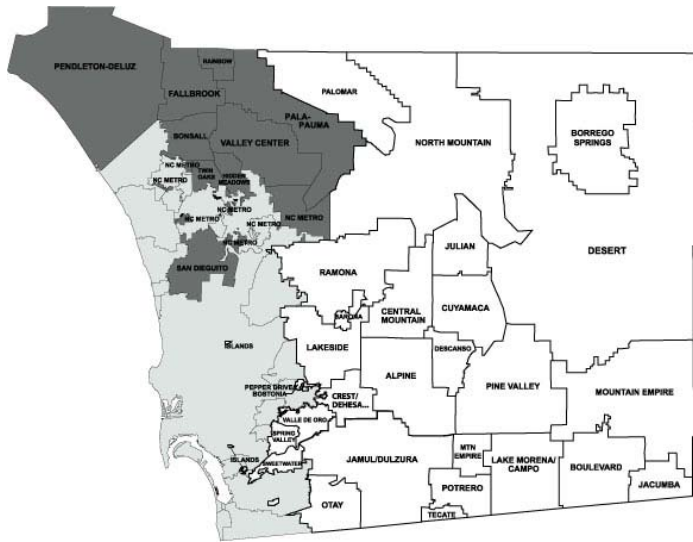


# North County Communities



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## Bonsall

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### Key Issues

- Further development of commercial lands can increase existing congestion along Highway 76, which is currently operating at a Level of Service (LOS) F
- A large proportion of existing commercial designated lands are either vacant or undeveloped
- The Sponsor Group has recommended designation changes with the goal of removing certain existing uses over time

### Sponsor Group Direction

#### *Commercial*

- The commercial areas should be focused on visitor recreation to enhance the development of the San Luis Rey River Regional Park

#### *Industrial*

- No areas within the community plan area shall be planned for industrial development
- Existing industries of agriculture and horse training provide economic vitality and employment in the community

### Additional Staff Analysis/ Recommendations

Staff supports the Sponsor Group's desire to enhance the development of the proposed regional park but cannot recognize parklands until property has been dedicated or purchased for such use.

### ERA Needs Analysis (all numbers in acres)

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	41	111	70	105	64
Industrial	23	0	(23)	0	(23)
Office	9	43	34	45	36

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

The map displays the following locations and features:

- Location 1:** Located near the intersection of the 10 Freeway and the 5 Freeway, near the San Gabriel River.
- Location 2:** Located near the intersection of the 10 Freeway and the 5 Freeway, near the San Gabriel River.
- Location 3:** Located near the intersection of the 10 Freeway and the 5 Freeway, near the San Gabriel River.
- Location 4:** Located near the intersection of the 10 Freeway and the 5 Freeway, near the San Gabriel River.
- Location 5:** Located near the intersection of the 10 Freeway and the 5 Freeway, near the San Gabriel River.

**Legend:**

- ① Commercial or Industrial Designation Change
- ② Property Owner Request Differs from Staff

**Inset Map:** A map of the City of Los Angeles with a red rectangle indicating the study area in the central-eastern part of the city.

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-1) General Commercial	(C-2) Office Professional	No recommendation submitted	<p><i>Total Area:</i> 6.48 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses – adjacent to existing commercial uses consistent with the General Commercial designation (e.g. gas station, restaurants, etc.)</li> <li>Compatible with community character – reinforces and compliments the village core area, and encourages the development of a compact commercial center</li> <li>Within vicinity of vacant parcels currently designated Office Professional</li> <li>Recognizes an approved Tentative Map and existing private development plan, which designated these parcels as commercial</li> <li>Located within the village center</li> </ul>
2	(C-4) Rural Commercial	Not considered	No recommendation submitted	<p><i>Total Area:</i> 4.58 acres</p> <p><i>Current Use:</i> Golf course clubhouse</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>Elimination of (26) Visitor Serving Commercial designation necessitated a change</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-4) Rural Commercial	(C-4) Rural Commercial with H designator	No recommendation submitted	<p><i>Total Area:</i> Approx. 9 acres</p> <p><i>Current Use:</i> Commercial businesses including a car lot, produce stand, pottery retail, antique store, and drive-thru coffee stand</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses – existing small-scale commercial uses in an area characterized by low-density residential development</li> <li>Compatible in use, scale and design with the rural character of the area</li> <li>Recognizes existing uses that are characteristic of the Rural Commercial designation; area also includes a historic building</li> <li>Located along Highway 76, with limited access and parking</li> </ul>
4	(C-4) Rural Commercial  (SR-2) Semi-Rural Residential	(PK) Parks & Recreation  (SR-2) Semi-Rural Residential	(C-1) General Commercial <b>(de Jong)</b>	<p><i>Total Area:</i> 24.62 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential (19) Intensive Agriculture</p>	<ul style="list-style-type: none"> <li>Smaller parcel, proposed for commercial, is adjacent to existing commercial designated land and major roadways</li> <li>Remainder parcel has an environmental constraint (wetland) and lacks access</li> <li>Further expansion of commercial property is inconsistent with community's desires</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
5	(SR-10) Semi-Rural Residential	(SR-10) Semi-Rural Residential	(C-1) General Commercial <b>(Kirchnavy)</b>	<p><i>Total Area:</i> 3.17 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Incompatible with surrounding land uses and community character, which is characterized by low-density residential development and agriculture</li> <li>• Inconsistent with regional policy of maintaining greenbelts between communities</li> <li>• Inconsistent with projected need – a surplus of commercial designated lands has been identified and the community has expressed the desire to not increase the supply</li> <li>• Located outside the village core area and inconsistent with community policy of discouraging spot development outside the Country Town boundary</li> <li>• Would encourage adjacent property to also develop commercially, creating a strip commercial pattern</li> </ul>

## North County Metro

### Key Issues

- Diverse area comprised of many small islands interspersed among the cities of Escondido, San Diego, San Marcos, Vista and Oceanside
- Large areas of steep, rugged terrain and cultivated farmland
- Varying levels of sewer, water and emergency services available
- Annexations to adjacent cities are often inconsistent with the character of unincorporated planning areas

### Planning Group Direction

There is no recognized planning group for the unrepresented portions of the North County Metro community planning area

### Additional Staff Analysis/ Recommendations

Commercial and industrial designations were primarily applied to reflect existing uses. This included replacing (14) Service Commercial land with a (C-1) General Commercial designation along the western portion of South Santa Fe drive. Staff also recommends placing approximately 20 acres of (C-1) General Commercial at the intersection of Hwy 78 and Bear Valley Parkway to be used in conjunction with a mixed-use commercial zone as noted in the land use framework.

### ERA Needs Analysis (all numbers in acres)

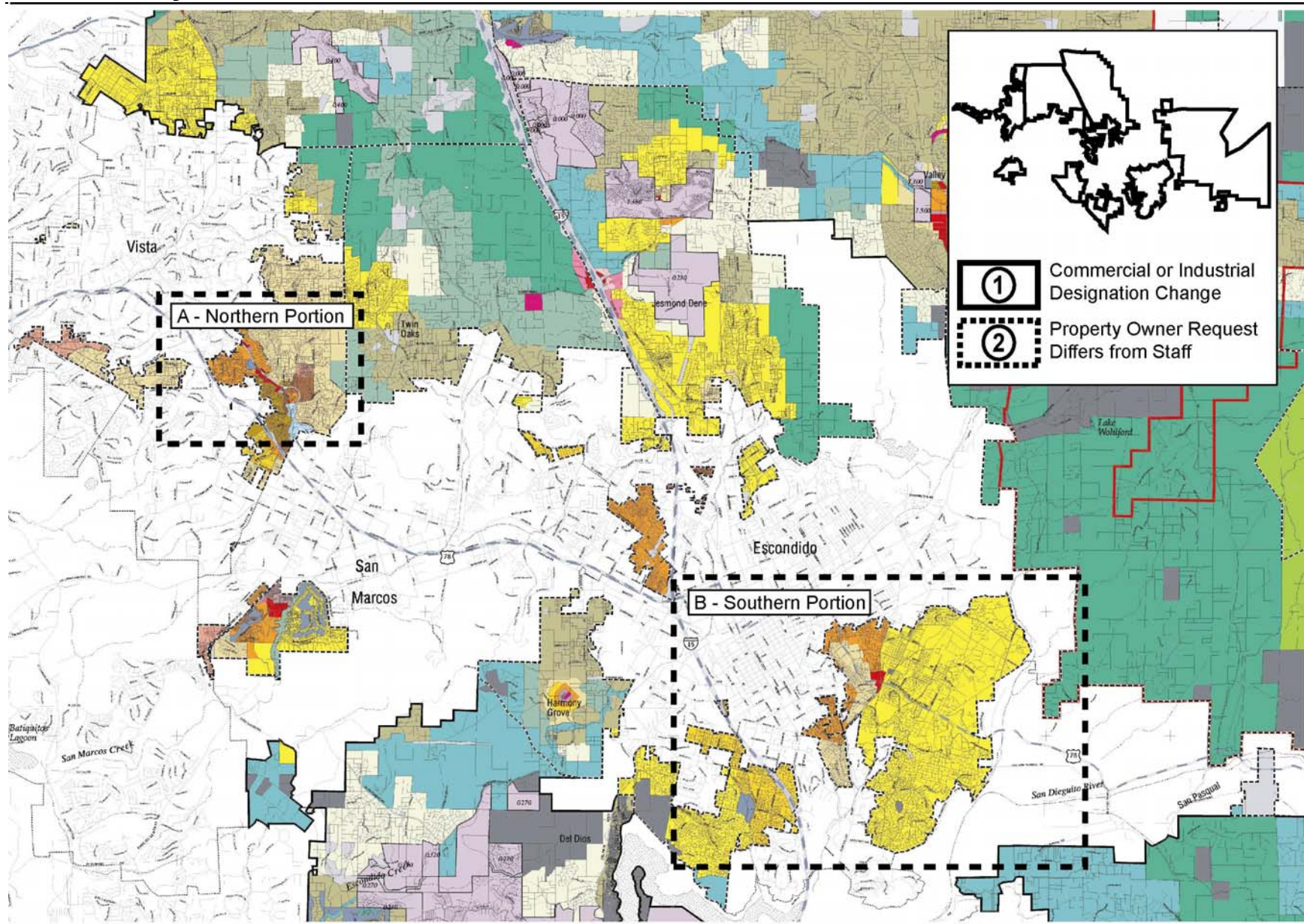
	<b>Projected Demand</b>	<b>Existing General Plan</b>	<b>Surplus/ (Deficit)</b>	<b>Proposed General Plan</b>	<b>Surplus/ (Deficit)</b>
Commercial	122	37	(85)	83	(39)
Industrial <sup>1</sup>	96	91	(5)	47	(49)
Office <sup>1</sup>	30	23	(6)	138	108

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro Subregion

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

## North County Metro

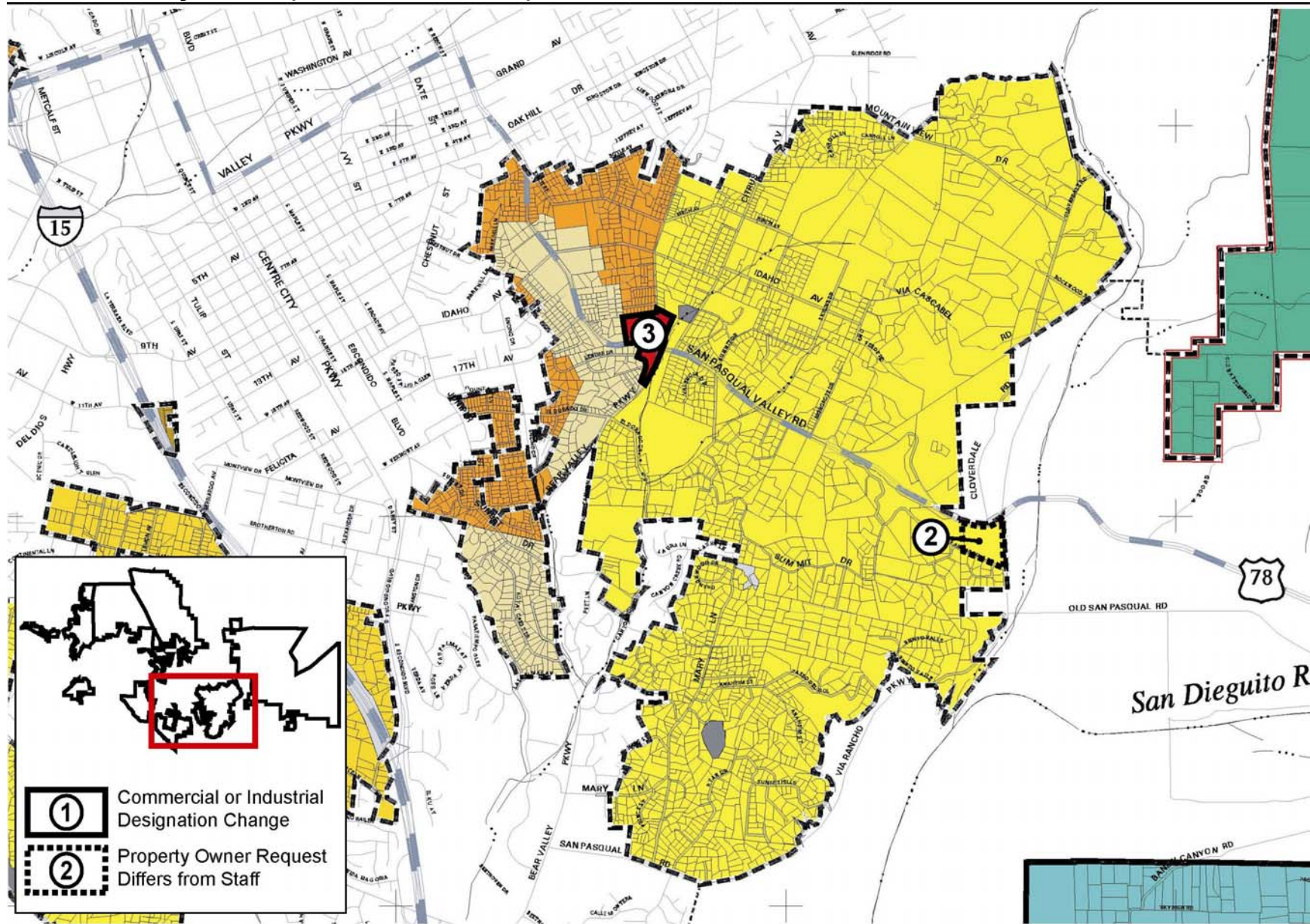


The map displays the following designations and features:

- Designation 1 (Solid Circle):** Commercial or Industrial Designation Change. This includes areas along Santa Fe Av and near the intersection of I-78 and I-10.
- Designation 2 (Dashed Circle):** Property Owner Request Differs from Staff. This includes a large area in the southeast, near the intersection of I-610 and I-10.
- Geographic Features:** The map shows major highways (I-78, I-10, I-610), local streets (e.g., Santa Fe Av, University Dr, I-10), and the Houston Ship Channel.
- Inset Map:** A small map of Houston with a red box indicating the location of the study area in the northwest part of the city.

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-1) General Commercial	No recommendation submitted	(C-1) General Commercial <b>(Berge)</b>	<p><i>Total Area:</i> 3 acres</p> <p><i>Current Use:</i> Commercial and Office</p> <p><i>Existing GP:</i> (14) Service Commercial (11) Office Professional</p>	<ul style="list-style-type: none"> <li>• Service Commercial is being eliminated as a general plan designation</li> <li>• Existing uses are more commercial in nature</li> <li>• South Santa Fe has many similar commercial uses</li> <li>• Highly urbanized area</li> </ul>
2	(VR-24) Village Residential	No recommendation submitted	(I-1) Limited Impact Industrial <b>(Olson)</b>	<p><i>Total Area:</i> 13 acres</p> <p><i>Current Use:</i> Light manufacturing</p> <p><i>Existing GP:</i> (2) Residential</p>	<ul style="list-style-type: none"> <li>• Planned infrastructure improvements including light rail station and road improvements along South Santa Fe supports higher density development</li> <li>• Placing a multi-family density within a planned transit node is consistent with the GP2020 community development model</li> <li>• Smart growth planning principles suggest multi-family densities are needed to support this planned transit node</li> </ul>

## North County Metro (Southern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-1) General Commercial	No recommendation submitted	<p>Northeast corner of intersection: (C-1) General Commercial or (C-3) Neighborhood Commercial <b>(Santrach)</b></p> <p>Northwest corner of intersection: (C-1) General Commercial or (C-3) Neighborhood Commercial <b>(Whalen)</b></p>	<p><i>Total Area:</i> 28 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential (3) Residential (2) Residential</p>	<ul style="list-style-type: none"> <li>• A commercial mixed-use zone will be applied to these parcels to ensure future commercial and residential development is compatible with the character of the community</li> <li>• Bear Valley Parkway and Highway 78 intersection contains high traffic counts and is appropriate for commercial development</li> <li>• Consistent with the General Plan 2020 community development model with higher density planned to the north (7.3 du/acre) and west (2 du/acre)</li> <li>• Adequate roads and signaling to support commercial node</li> </ul>
4	(SR-1) Semi-Rural Residential	No recommendation submitted	(C-4) Rural Commercial <b>(Clark)</b>	<p><i>Total Area:</i> 20 acres</p> <p><i>Current Use:</i> Commercial produce store</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Staff is exploring zoning options to ensure the existing use remains in conformance with the zone thereby allowing for improvements and/or expansion of the use</li> <li>• Semi-Rural designation reflects existing patterns of development within County jurisdiction</li> <li>• Adjacent to San Pasqual Agricultural Preserve</li> <li>• No sewer service available</li> <li>• Maintain the semi-rural/rural corridor leading through the unincorporated County past the San Diego Wild Animal Park to Ramona</li> </ul>

## Hidden Meadows

### Key Issues

- Preservation of community character
- Maintain an attractive viewshed along the Interstate-15 corridor by limiting the size and scale of future commercial establishments
- Designate the Interstate 15/Mountain Meadow Road interchange as the Hidden Meadows Gateway. Establish community specific design guidelines within this area

### Sponsor Group Direction

- Create specialized zoning for the Interstate-15/Mountain Meadow Road interchange and stringent design criteria to be included in the Hidden Meadows community plan
- Designate two properties (approximately 4 acres) as (C-1) General Commercial because these parcels are immediately adjacent to Interstate 15, the properties have (13) General Commercial under the existing General Plan, and this designation is consistent with the property owners' request
- Designate approximately 31 acres as Neighborhood Commercial along the Interstate-15 / Mountain Meadow Road intersection to meet retail needs of local area residents and to reflect commercial interests of individual property owners
- Designate 57 acres of office professional to serve as a buffer to semi-rural residential lands and on parcels that are large and appropriate for office professional services

### Additional Staff Analysis/ Recommendations

Staff supports Planning Group direction

### ERA Needs Analysis (all numbers in acres)

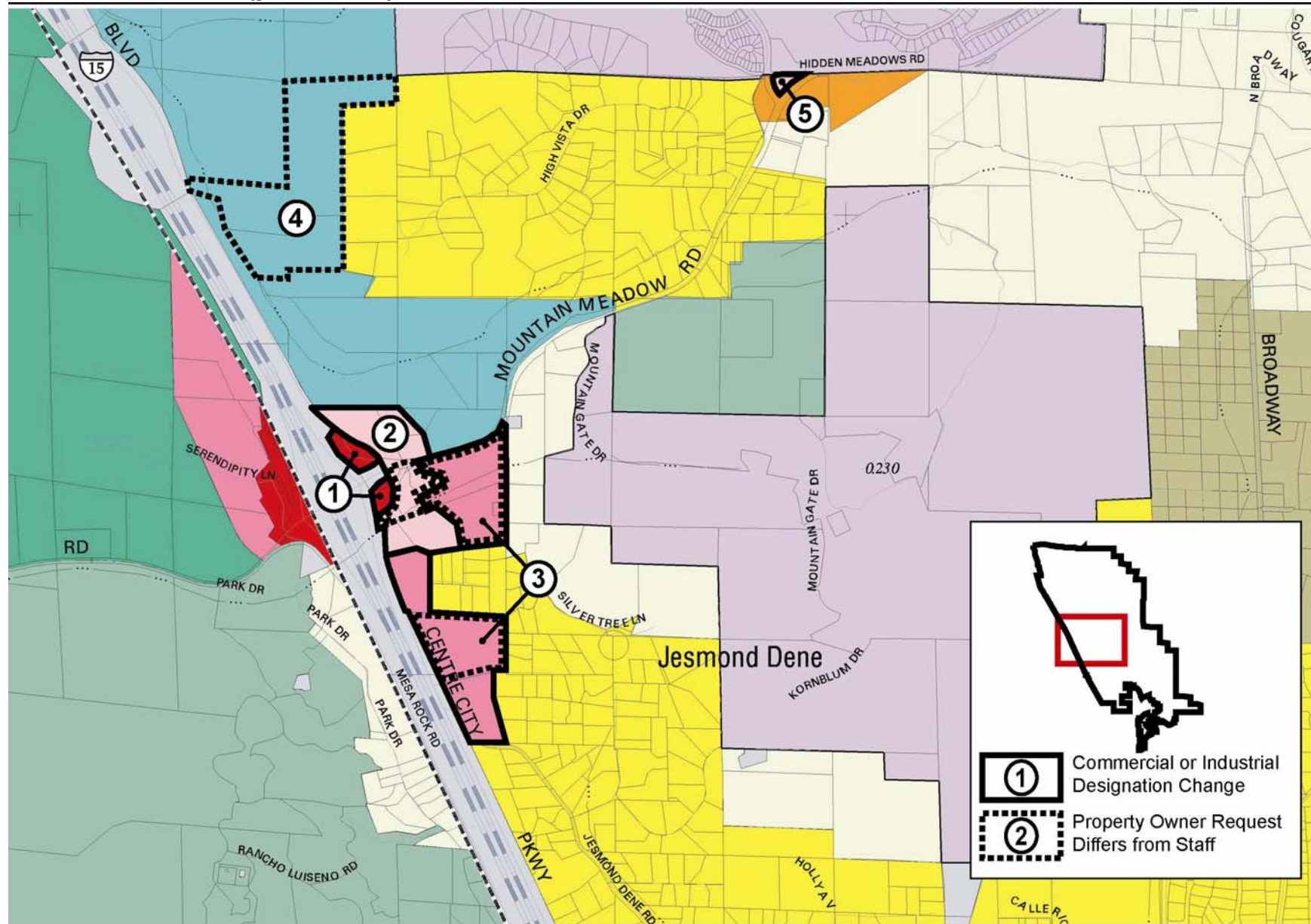
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	25	39	15	38	13
Industrial <sup>1</sup>	96	91	(5)	47	(49)
Office <sup>1</sup>	30	23	(6)	138	108

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro Subregion

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

## Hidden Meadows (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-1) General Commercial	(C-1) General Commercial	(C-1) General Commercial <b>(Grimm)</b>	<p><i>Total Area:</i> Approx. 4 acres</p> <p><i>Current Use:</i> Undeveloped and outdoor retail sales</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Located at the intersection of Mountain Meadow Road and Interstate 15</li> <li>• Recognize existing uses</li> <li>• Existing parcels are compact in configuration and discourage strip development</li> <li>• Staff supports the Sponsor Group recommendation</li> </ul>
2	(C-3) Neighborhood Commercial	(C-3) Neighborhood Commercial	(C-1) General Commercial <b>(Grimm; Crowley; Maune)</b>  (C-4) Rural Commercial <b>(Baber)</b>	<p><i>Total Area:</i> Approx. 30 acres</p> <p><i>Current Use:</i> Single family residential and undeveloped</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial (1) Residential (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Extent and scale of proposed neighborhood commercial is consistent with the projected need and the character of the community</li> <li>• Located along Mountain Meadow Road with direct access to Interstate 15</li> <li>• Helps balance the 22-acre retail commercial deficit identified for Hidden Meadows in the ERA report</li> <li>• Helps address 176 acres of planned office professional surplus (July 2004 Map) in North County Metro as identified in the ERA report</li> <li>• Staff supports the Sponsor Group recommendation</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-2) Office Professional	(C-2) Office Professional	(C-1) General Commercial <b>(Crowley)</b>	<p><i>Total Area:</i> Approx. 57 acres</p> <p><i>Current Use:</i> Various (including nursery, driving range, undeveloped).</p> <p><i>Existing GP:</i> (1) Residential</p>	<ul style="list-style-type: none"> <li>• Staff supports the Sponsor Group recommendation</li> <li>• Serves as a transition between proposed neighborhood commercial and semi-rural residential</li> </ul>
4	(RL-20) Rural Lands	(RL-20) Rural Lands	(C-2) Office Professional or (C-1) General Commercial <b>(Choe)</b>	<p><i>Total Area:</i> Approx. 58 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (1) Residential (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Staff supports the Sponsor Group recommendation</li> <li>• Very rugged terrain with majority of the parcel has over 25% slope</li> <li>• Appears to lack access to a flat/buildable area</li> <li>• Rural lands designation is consistent with surrounding areas and community character</li> <li>• Contains natural upland habitats within proposed MSCP Pre-Approved Mitigation Area</li> </ul>
5	(C-3) Neighborhood Commercial	(C-3) Neighborhood Commercial	(C-3) Neighborhood Commercial <b>(Steinbeck)</b>	<p><i>Total Area:</i> 0.91 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential</p>	<ul style="list-style-type: none"> <li>• Compatible with commercial uses directly north to the property</li> <li>• Compatible with community character</li> <li>• Staff supports Sponsor Group recommendation</li> </ul>

## Twin Oaks

### Key Issues

- The incorporated cities of Vista, San Marcos and Escondido serve the commercial and industrial needs of local area residents
- Ensure appropriate zoning, (such as a Rural Tourism zone), is created and is consistent with a Rural Commercial General Plan designation to maintain the rural character of the Twin Oaks Valley planning area
- Regional commuter traffic traveling through the community negatively impacts the character of the Twin Oaks Valley community planning area

### Sponsor Group Direction

- Replace (26) Visitor Serving Commercial with (C-4) Rural Commercial to recognize an existing use
- Replace 27 acres of (15) Limited Impact Industrial with (C-2) Office Professional at the Interstate 15/ Deer Springs Rd interchange. Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002
- Extend (C-2) Office Professional to include an additional 23 acres north along Interstate-15. Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002

### Additional Staff Analysis/ Recommendations

Staff supports Sponsor Group direction

### ERA Needs Analysis (all numbers in acres)

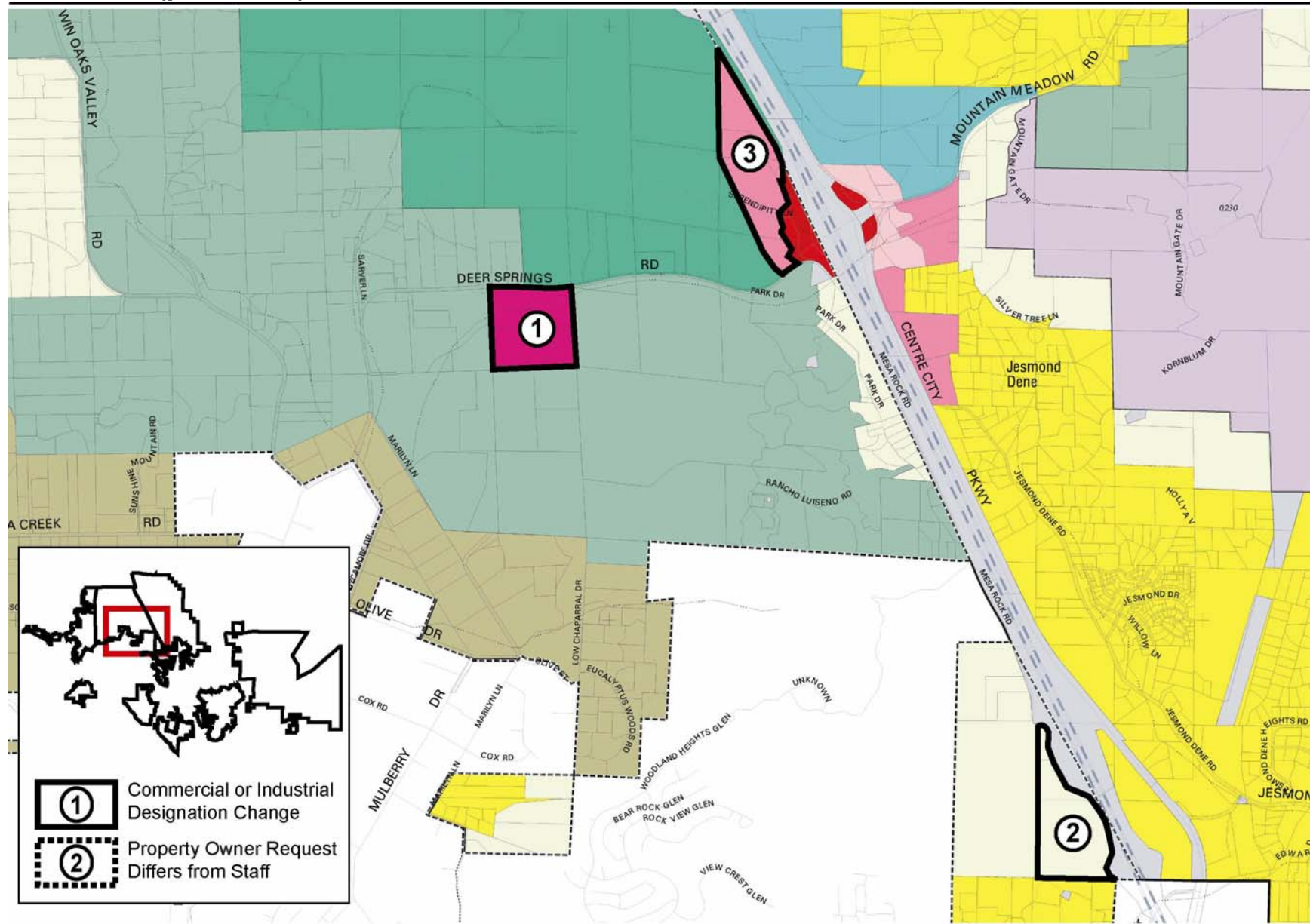
	<b>Projected Demand</b>	<b>Existing General Plan</b>	<b>Surplus/ (Deficit)</b>	<b>Proposed General Plan</b>	<b>Surplus/ (Deficit)</b>
Commercial	8	23	15	39	31
Industrial <sup>1</sup>	96	91	(5)	47	(49)
Office <sup>1</sup>	30	23	(6)	138	108

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro Subregion

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

## Twin Oaks (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-4) Rural Commercial	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(Wolfsheimer)</b>	<p><i>Total Area:</i> 43.68 acres</p> <p><i>Current Use:</i> Resort (Golden Door)</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>• Compatible with surrounding land uses</li> <li>• Compatible with community character</li> <li>• Recognizes an existing use</li> <li>• Rural Commercial helps retain low intensity use which is compatible with surrounding rural lands</li> </ul>
2	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	(I-3) High Impact Industrial <b>(Jokerst)</b>	<p><i>Total Area:</i> 45.23 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (1) Residential (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• No access to a main street or arterial road. Mesa Rock Road is a two-lane road without direct access to Interstate 15</li> <li>• Significant environmental constraints including Tier 1 habitat and steep slopes of predominately 25% to 50%.</li> <li>• Not compatible with community character or with surrounding land uses (residential to the south, and rural viewshed to the north)</li> </ul>
3	(C-2) Office Professional	(C-2) Office Professional	Merriam Mountains GPA, Rezone, TM, and Specific Plan <b>(Perring)</b>	<p><i>Total Area:</i> 50 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (1) Residential (15) Limited Impact Industrial (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• An Office Professional designation is more compatible with the community character than the Limited Impact Industrial designation currently noted on the existing General Plan.</li> <li>• Extend Office Professional to include an additional 23 acres to the north</li> <li>• Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002</li> </ul>

## Pala-Pauma

### Key Issues

- Existing commercial land uses in Pala-Pauma are located exclusively along State Route 76
- Three Tribal gaming facilities are located in the community which provide additional commercial and employment opportunities

### Sponsor Group Direction

- The two existing General Commercial designated areas located on State Route 76 have been changed to Rural Commercial to reflect the existing, small-scale retail and support services
- The Planning Group and the community fully support the Rural Commercial Land use Designation because it reflects the rural, agricultural character of the community while at the same time meeting the commercial and civic needs of both the local residents and the traveling motorist
- The Planning Group has endorsed a plan that would limit vehicular access to State Route 76 and require a separation between local and highway traffic in the vicinity of the existing commercial area in the Country Town. This could potentially affect some existing commercial businesses by requiring their current access and parking lots to be relocated

### Additional Staff Analysis/ Recommendations

Staff supports Sponsor Group direction. There are no lands proposed for Industrial designations. However, the community has numerous agriculturally related businesses and nurseries.

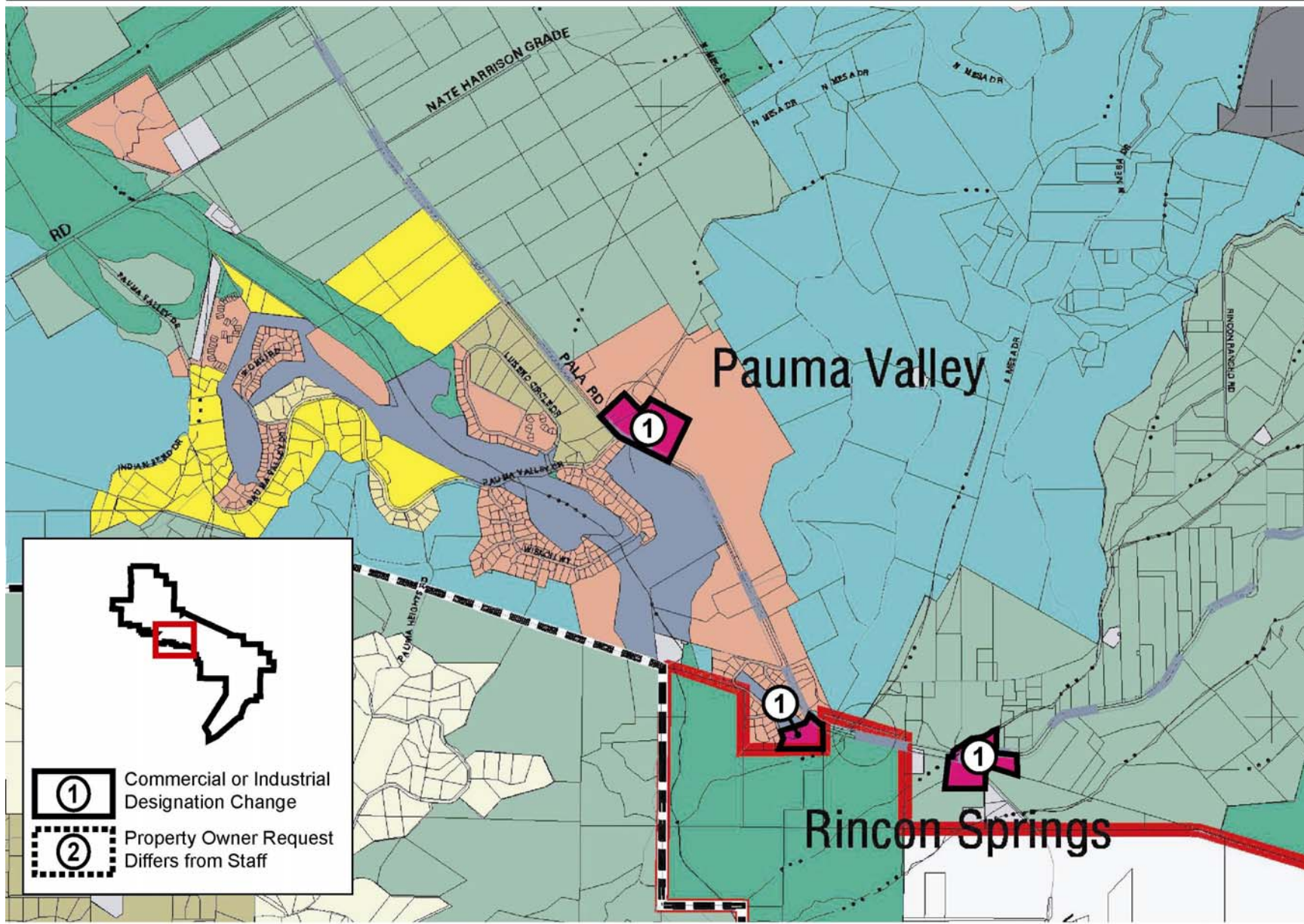
### ERA Needs Analysis (all numbers in acres)

	<b>Projected Demand</b>	<b>Existing General Plan</b>	<b>Surplus/ (Deficit)</b>	<b>Proposed General Plan</b>	<b>Surplus/ (Deficit)</b>
Commercial	19	37	18	24	6
Industrial	15	0	(15)	0	(15)
Office	3	4	1	4	1

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

## Pala-Pauma (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> 38.5 Acres</p> <p><i>Current Use:</i> Various commercial</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Located in 3 separate areas along State Route 76</li> <li>• Existing uses include: small restaurant, post office, hotel, convenience store which are rural in character</li> <li>• Compatible with community character</li> <li>• Staff supports Planning Group recommendation</li> <li>• Recognizes existing uses</li> </ul>

## Pendleton-DeLuz

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### Key Issues

There is a substantial population of Marine Corps stationed at Camp Pendleton. However, this population is served by on-base uses and commercial areas in adjacent incorporated cities (particularly Oceanside) and in the Fallbrook Community Planning Area.

### Planning Group Direction

There is no Planning or Sponsor Group representation for this area

### Additional Staff Analysis/ Recommendations

There are no commercial, office or industrial land uses proposed for this area

### ERA Needs Analysis (all numbers in acres)

	<b><i>Projected Demand<sup>1</sup></i></b>	<b><i>Existing General Plan<sup>2</sup></i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan<sup>2</sup></i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	30	0	(30)	0	(30)
Industrial	28	0	(28)	0	(28)
Office	11	0	(11)	0	(11)

<sup>1</sup>Demand includes Camp Pendleton population. See note above.

<sup>2</sup>Does not include uses within the Camp Pendleton boundaries.

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

## San Dieguito

### Key Issues

- Maintain rural estate character in established areas, including portions of the Community Planning Area that are adjacent to urbanizing areas within the City of San Diego
- Planned villages such as Harmony Grove Village and Rancho Santa Fe, respectively, create an opportunity for the development or enhancement of unique traditional town centers

### Planning Group Direction

- Provide for Rural Commercial development in the planned village of Harmony Grove
- Have not yet voted on Mixed Use designation in the village of Rancho Santa Fe

### Additional Staff Analysis/ Recommendations

Staff supports Planning Group direction with the exception of recommended changes to the residential land use distribution

- While the ERA analysis indicates a deficiency in retail lands, the pending Mixed Use designation within Rancho Santa Fe Village may create greater opportunity to diversify retail uses in this area. The addition of Rural Commercial land in Harmony Grove, while not an official part of the San Dieguito Community Planning Area, will potentially create some small-scale retail opportunities for the local community
- No additional Industrial designated lands and no change to existing and planned Industrial areas, primarily located within 4S Ranch Specific Plan

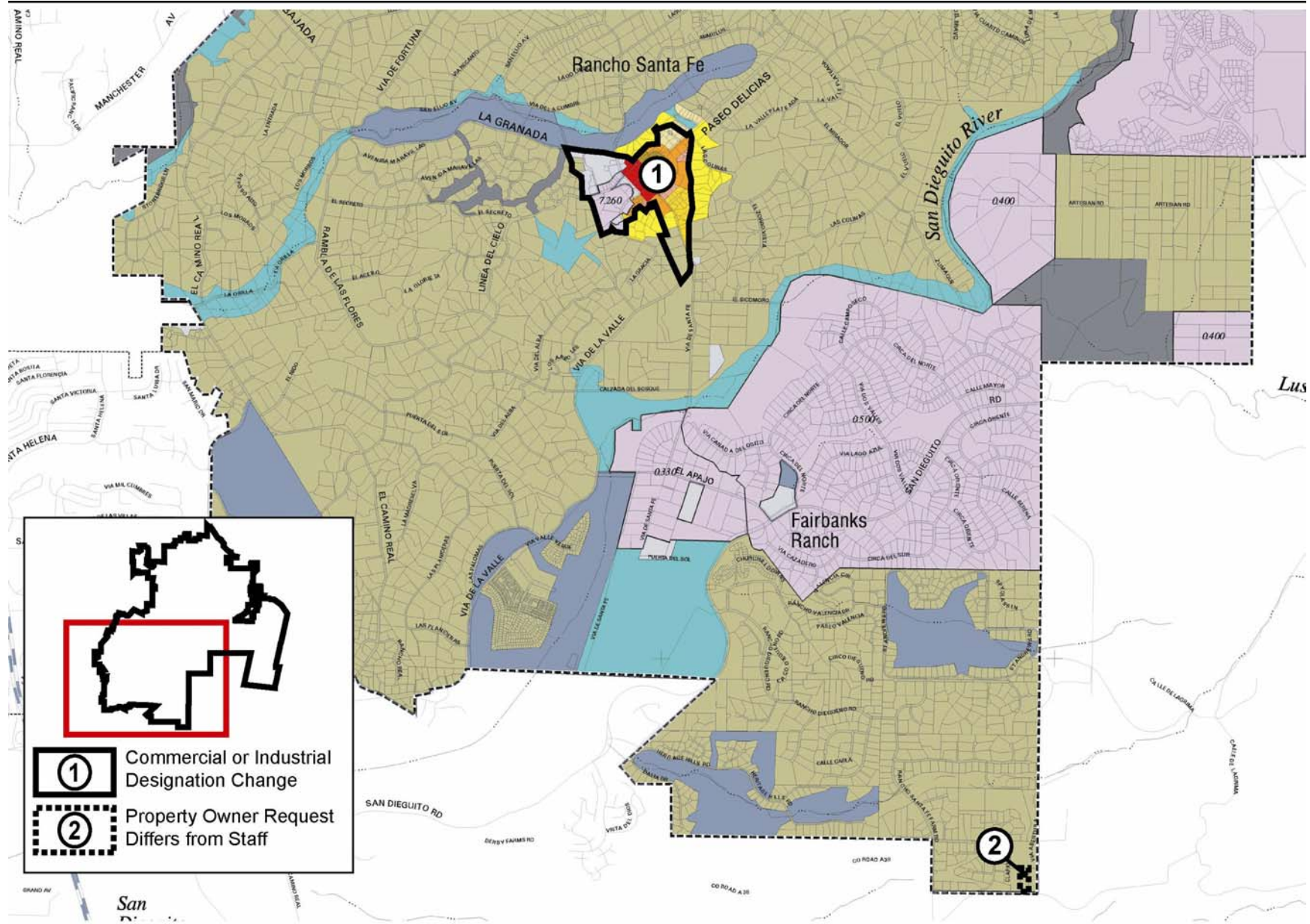
### ERA Needs Analysis (all numbers in acres)

	<b>Projected Demand</b>	<b>Existing General Plan</b>	<b>Surplus/ (Deficit)</b>	<b>Proposed General Plan</b>	<b>Surplus/ (Deficit)</b>
Commercial	130	45	(85)	45	(85)
Industrial	72	159	87	159	87
Office	33	46	12	46	12

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

## San Diegoito (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(SR-2) Semi-Rural Residential	(SR-1) Semi-Rural Residential	(C-1) General Commercial or (C-3) Neighborhood Commercial ( <b>Pourfard</b> )	<p><i>Total Area:</i> 3.15 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Request could impact rural community character defined by low density residential and small agricultural operations</li> <li>Would create a spot of isolated commercial</li> <li>Existing neighborhood commercial center is located less than one mile from property</li> <li>Future higher density residential in adjacent City of San Diego is visually buffered by landscaping, walls, and other barriers</li> </ul>
2	(C-5) Village Core Mixed Use	Recommendation to be made	Anticipated change to a portion of Rancho Santa Fe Village, Commercial acreage to (C-5) Village Core Mixed Use Area ( <b>Rancho Santa Fe Association</b> )	<p><i>Total Area:</i> # acres TBD</p> <p><i>Current Use:</i> Commercial and residential in Rancho Santa Fe Village</p> <p><i>Existing GP:</i> (13) General Commercial Residential</p>	<ul style="list-style-type: none"> <li>Request is conceptually consistent with community development model and intent of historic villages such as Rancho Santa Fe</li> <li>Village Core Mixed Use designation will facilitate master planning efforts in the Village, which will include zones consistent with community development model</li> <li>This change is still under discussion with the community</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-4) Rural Commercial	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(New Urban West)</b>	<i>Total Area:</i> 4 acres  <i>Current Use:</i> Vacant  <i>Existing GP:</i> (19) Intensive Agriculture	<ul style="list-style-type: none"> <li>• Reflects community consensus from workshops of 2003</li> <li>• Consistent with community model and development of new village in Harmony Grove</li> <li>• Will facilitate small-scale rural business development as desired by community</li> <li>• Consistent use and scale of community-supported Specific Plan in that area</li> </ul>

## Valley Center

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### Key Issues

- A large portion of the proposed northern village is undeveloped and has only a few physical constraints
- The commercial demand for the community is largely unmet, providing future development opportunities
- Focusing development within two primary village areas is a key concept for the community, but this requires the development of sewer infrastructure and a more extensive road network
- A wetland and golf course bisect the southern village, making additional north-south road connections more difficult to accomplish

### Planning Group Direction

- The commercial areas should be contained within the two village areas, with the exception of existing commercial uses outside the village areas
- The rights of existing commercial property owners should be respected
- Provide additional industrial land than currently designated by the existing general plan
- Industrial uses should be concentrated into distinct districts that are adequately buffered from surrounding development

The Planning Group's support for GP2020 is predicated on Board of Supervisor approval of the following three motions:

- Apply Village densities within village boundaries; limit densities within and adjacent to the villages; use 15 dwelling units per acre density to meet Valley Center's share of the affordable housing mandate, otherwise limit density to no more than 10.9 dwelling units per acre
- Provide adequate transportation and emergency services infrastructure in conjunction with the implementation of GP2020
- Adopt a fair, equitable, and practical equity mechanism to provide the highest degree of fairness for property owners impacted by GP2020, in conjunction with approval of GP2020

### Additional Staff Analysis/ Recommendations

Staff conducted an extensive town center planning process with significant community involvement. The Planning Group was also highly involved throughout the process, and with one exception, fully supports the staff recommended village concept plans.

Rationale is provided below to explain why the number of acres proposed for commercial, office, and industrial uses under GP2020 is significantly larger than projected by the ERA analysis. The ERA analysis does not take into account:

- Demand from adjacent communities, such as Pauma Valley
- Under GP2020, mixed-use development (residential/commercial) will be encouraged in commercial designated areas in villages.
- Land intensive industrial uses such as rock crushing operations and outdoor storage of industrial equipment
- The establishment of village areas include commercial lands designated to meet needs beyond 2020

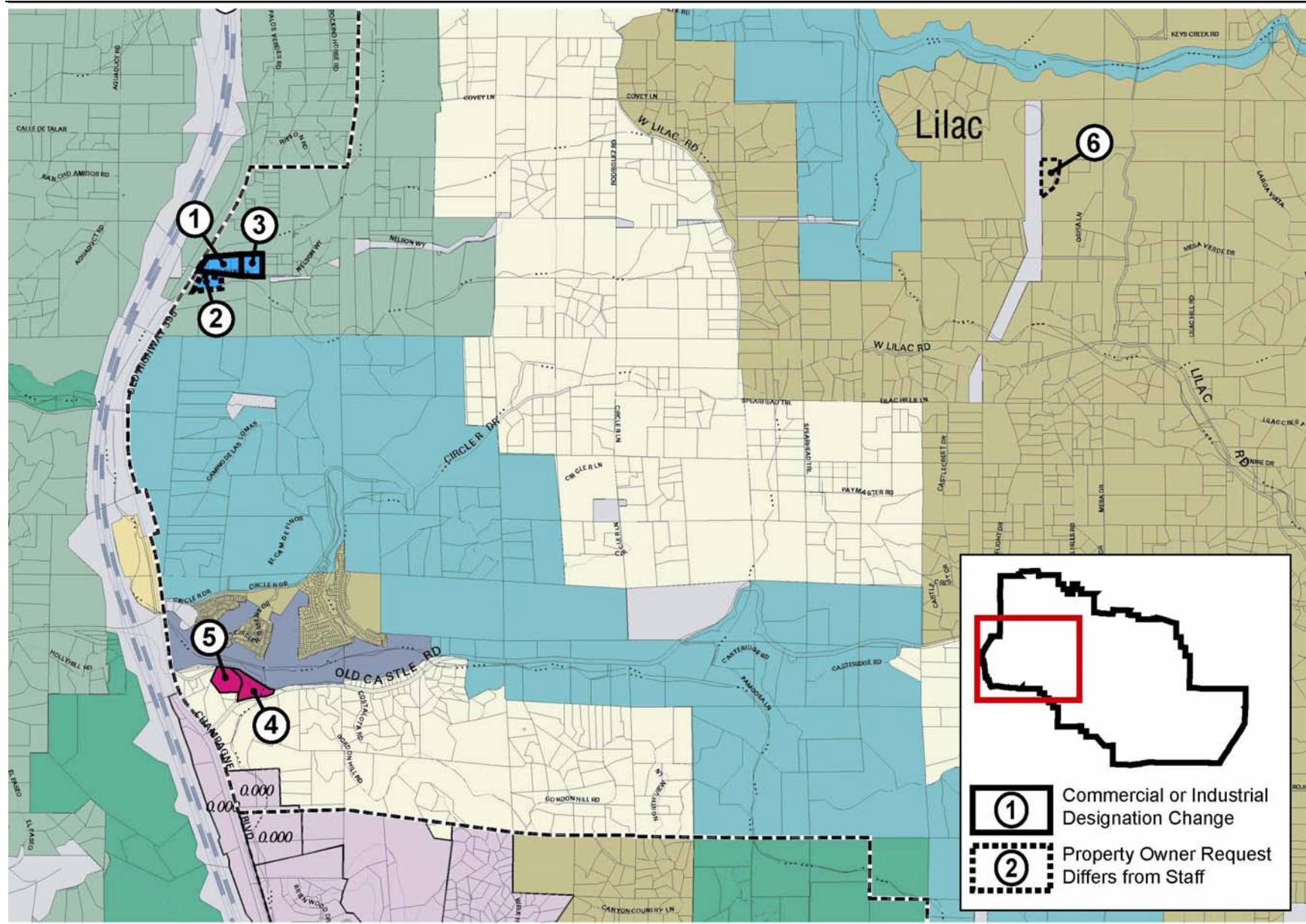
### ERA Needs Analysis (all numbers in acres)

	<i><b>Projected Demand</b></i>	<i><b>Existing General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>	<i><b>Proposed General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>
Commercial	80	100	20	209	128
Industrial	31	125	94	94	63
Office	10	18	8	42	32

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

## Valley Center (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(I-2) Medium Impact Industrial	(I-2) Medium Impact Industrial	Expand industrial operations to include cement/asphalt batch plants <b>(Reilly)</b>	<i>Total Area:</i> Approx. 6 acres  <i>Current Use:</i> Romero Construction: Aggregate processing  <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> <li>• Site has good proximity to major roads</li> <li>• Steep topography separates area</li> <li>• Recognizes existing land use</li> <li>• Supported by Planning Group</li> </ul>
2	(I-2) Medium Impact Industrial  (SR-10) Semi-Rural Residential	(I-2) Medium Impact Industrial  (SR-10) Semi-Rural Residential	Commercial — wants to retain use as nursery <b>(Wilson)</b>	<i>Total Area:</i> 21.03 acres  <i>Current Use:</i> Nursery  <i>Existing GP:</i> (13) General Commercial (17) Estate Residential	<ul style="list-style-type: none"> <li>• Proposed industrial designation would allow existing use, but also enable establishment of an industrial district over the long term</li> <li>• Proximity to major roads</li> <li>• Steep topography adjacent to site obscures view to site from surrounding land uses</li> </ul>
3	(I-2) Medium Impact Industrial	(I-2) Medium Impact Industrial	No recommendation submitted	<i>Total Area:</i> 7.5 acres  <i>Current Use:</i> Equipment staging/storage and misc. industrial uses  <i>Existing GP:</i> (13) General Commercial (17) Estate Residential	<ul style="list-style-type: none"> <li>• Proposed industrial designation would allow existing uses to continue, but would also facilitate establishment of an industrial district over the long term</li> <li>• Proximity to major roads</li> <li>• Adjacent to existing industrial uses</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
4	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> 4.34 acres</p> <p><i>Current Use:</i> Restaurants, vacant building</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with surrounding semi-rural area</li> <li>• Existing uses are recognized with new designation</li> </ul>
5	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> Approx. 6 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with adjacent uses</li> <li>• Staff support Planning Group recommendation</li> </ul>
6	(SR-2) Semi-Rural Residential	Position not taken	Designation allowing pet boarding: horse, dogs, etc. <b>(Upano)</b>	<p><i>Total Area:</i> 5.87 acres</p> <p><i>Current Use:</i> Horticulture</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Site is outside the village and poorly served by infrastructure</li> <li>• Not currently accessible by paved roads</li> <li>• A commercial designation would allow many uses inappropriate for the area</li> <li>• A Use Permit could allow the requested land use, with limitations to ensure compatibility with surrounding land uses</li> </ul>

[illegible]

	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
7	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Residential/ Commercial ( <b>Olson</b> )	<p><i>Total Area:</i> 2.77 acres</p> <p><i>Current Use:</i> Residential/Orchard</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Site is located approximately 2.5 miles (three minute drive) from the North Village area</li> <li>Certain commercial uses could also be allowed with Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
8	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	General Commercial for entire parcel where outdoor storage is allowed ( <b>Tweed</b> )	<p><i>Total Area:</i> 1.4 acres</p> <p><i>Current Use:</i> Hidden Valley Pump Systems &amp; Private Residence</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Commercial use is permitted on portion of parcel currently zoned commercial</li> <li>Expansion of use would require a rezone or Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
9	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Designation appropriate for current use and potential new use (Feed Store) ( <b>Lincoln</b> )	<p><i>Total Area:</i> 2.55 acres</p> <p><i>Current Use:</i> Equipment/vehicle storage and overflow parking</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Parcel currently is zoned commercial, allowing existing uses</li> <li>Located in a rural area isolated from other office/commercial uses</li> <li>Commercial designation is not appropriate as this area is outside of the village</li> </ul>

	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
10	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Commercial designation — existing residential use is adversely impacted by sheriff's station and high traffic volumes from casino and school <b>(Anvil)</b>	<i>Total Area:</i> 1.48 acres  <i>Current Use:</i> Residence  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Area is outside the village</li> <li>Additional commercial designations are not consistent with projected need. A change to commercial for this parcel would prompt adjacent parcels to request a change to commercial designation</li> </ul>
11	(SR-4) Semi-Rural Residential	(C-4) Rural Commercial: 15 acres with C40 zoning  (SR-4) Semi-Rural Residential: remaining ~23 acres	Designation appropriate for expanding operations to include banquet & education facilities, farm zoo <b>(Bates-Ness)</b>	<i>Total Area:</i> 37.82 acres  <i>Current Use:</i> Retail commercial, agriculture, and processing nuts  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Commercial designation would allow uses inconsistent to surrounding land uses and community character without requiring appropriate environmental review</li> <li>Existing MUP governs operations and could be modified to accommodate expansion. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
12	(SR-2) Semi-Rural Residential	No position taken	Commercial- wants to expand and improve facilities for retail customers <b>(Jaffe)</b>	<i>Total Area:</i> 2.97 acres  <i>Current Use:</i> Mail order facility  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Not compatible with surrounding land uses</li> <li>Located outside of the village</li> <li>Requiring a Use Permit to expand commercial uses would provide more assurance that new commercial uses would be compatible to adjacent land uses</li> </ul>

## Valley Center Town Center

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### Key Issues

- Significant traffic congestion already exists in Valley Center, especially along Valley Center Road where a road-widening project is underway. The increased residential densities typical in village areas will most likely exacerbate traffic problems. An expanded road network needs to be an integral part of any plans to increase densities in the villages.
- The northern village and most of the southern village are not currently served by sewer, but sewer is required to achieve village densities. A comprehensive plan to provide sewer needs to be included in further planning efforts.

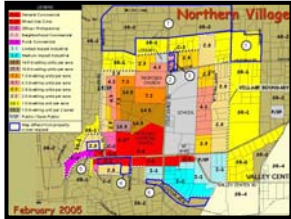
### Planning Process



Workshop participants provided input on three different concepts for each village

The planning process that refined the special study areas followed four workshops conducted in 2003 to assist the community identify the desired character for the villages. The process included:

- *Kick-Off Meeting* — A kick-off meeting conducted last August to begin the planning process to develop a general plan level concept for each village.
- *Workshops* — Two workshops were conducted where staff presented opportunity and constraints and land use analysis, planning concepts, several concepts plans for each village. Community members provided input, enabling staff to select then refine a preferred concept.
- *Planning Group* — The Planning Group remained highly involved during the entire process. Town center planning issues were addressed during several planning group and subcommittee meetings. In addition, many planning group members attended the two workshops.
- *Other Outreach* — To inform affected property owners, village concept plans were published in the Valley Roadrunner newspaper. Separate meetings were held with interested property owners to solicit their input and develop further consensus.

**Recommended Plan Maps**

Over the five-month planning process staff consistently prepared map concepts reflecting community input. Staff recommended concepts for the northern and southern villages areas are shown as Figures VC-1 and VC-2. The projected buildout population figures for each village, along with the remainder of the Valley Center community are shown in Table 1 below.

**Table 1: Village Population Projections**

<b>Area</b>	<b>Dwelling Units</b>		<b>Projected Population</b>
	<b>Existing</b>	<b>Future</b>	
North Village	396	1,382	5,119
South Village	237	1,172	4,056
Remaining Community	4,081	5,231	28,887
<b>Total Community</b>	<b>4,714</b>	<b>7,785</b>	<b>38,061</b>

**Planning Criteria**

- Each village footprint should be compact and clearly defined, surrounded by patterns of semi-rural and rural development
- Moving away from the village center, densities should taper from high to low and the difference in densities between adjacent parcels should not be higher than 400 percent
- Avoid strip commercial development patterns while retaining values for existing commercial property owners
- Establish a road network that accommodates increased densities in the village by dispersing traffic patterns
- Provide a district to accommodate industrial land uses

**Additional Information**

The town center planning accomplished for Valley Center thus far is still at the general plan level. Further planning is necessary that would identify a comprehensive circulation network, required infrastructure, design guidelines, and implementation tools.

The following matrices identify property owners that made specific requests during the planning process. A rationale is provided when the staff recommendation is inconsistent with property owner requests.

## Valley Center – Town Center (Northern Village)

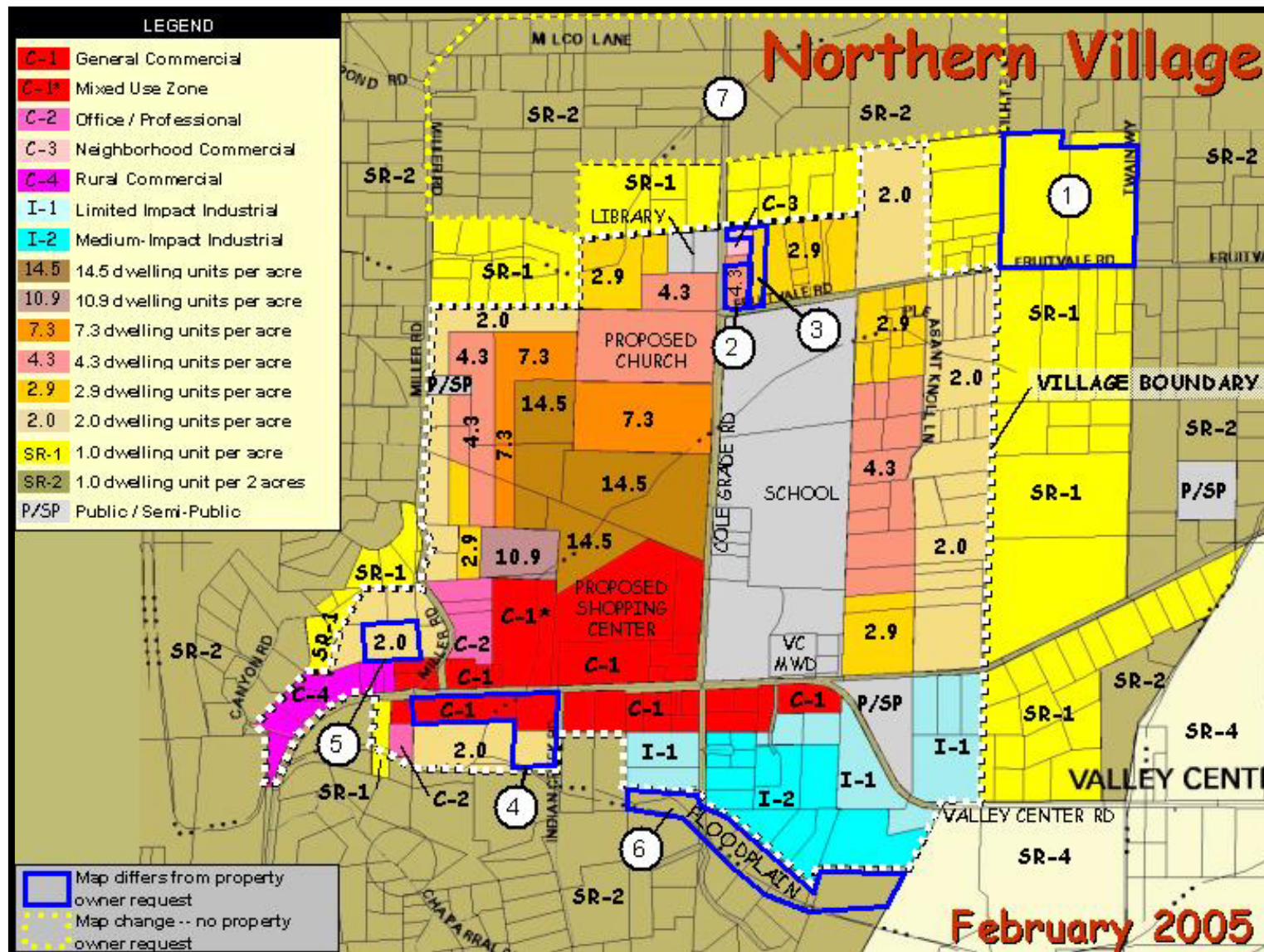


Figure VC-1

## Property Owner Requests Inconsistent with Staff Recommendations

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(SR-1) Semi-Rural Residential	(SR-1) Semi-Rural Residential	(VR-2.9) Village Residential <b>(Chipman)</b>	<i>Total Area:</i> 35.46 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Support community endorsed concept for concentrated village, surrounded by semi-rural land uses</li> <li>• Staff supports Planning Group recommendation</li> </ul>
2	(VR-4.3) Village Residential	(VR-4.3) Village Residential	(C-3) Neighborhood Commercial <b>(Hedges)</b>	<i>Total Area:</i> 2.18 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Commercial development is concentrated in the village center, less than one mile away</li> <li>• Additional commercial not support by projected need</li> <li>• Staff supports Planning Group recommendation</li> <li>• Town center circulation plan redirects traffic away from site</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-3) Neighborhood Commercial/ (VR-2.9) Village Residential	(C-3) Neighborhood Commercial/ (VR-2.9) Village Residential	Change entire parcel to commercial <b>(Hofler)</b>	<p><i>Total Area:</i> 2.7 acres</p> <p><i>Current Use:</i> Veterinary Clinic, Pet Grooming, Residence, Doggie Day Care</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Recognizes existing legal commercial use on portion of parcel but does not allow further expansion. Residential parcel maintains buffer with surrounding residential uses</li> <li>Does not recognize existing illegal commercial uses</li> <li>Neighborhood commercial designation is located on a major road across the road from the library</li> <li>Additional commercial not support by projected need. Commercial development is concentrated in the village center, less than one mile away</li> <li>Staff supports Planning Group recommendation</li> </ul>
4	(C-1) General Commercial  (VR-2) Village Residential	(C-1) General Commercial  (VR-2) Village Residential	(VR-7.3) Village Residential <b>(Nelson)</b>	<p><i>Total Area:</i> 12.64 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Would apply GP2020 zone that would allow mixed use development to the C-1 portion (density of residential yet to be determined)</li> <li>Portion of area designated Village Residential is within floodplain</li> <li>Staff supports Planning Group recommendation</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
5	(VR-2) Village Residential	(VR-2) Village Residential	(VR-2) Village Residential or higher density so that more affordable housing can be built <b>(Stephens)</b>	<i>Total Area:</i> 4.11 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>• Located on fringe of village, compatible with surrounding land uses</li> <li>• Access would improve with construction of road proposed in the concept plan along southern boundary of parcel</li> <li>• Staff supports Planning Group recommendation</li> </ul>
6	(SR-2) Semi-Rural Residential	(I-2) Medium Impact Industrial for all affected parcels	(I-2) Medium Impact Industrial <b>(Tinch)</b>	<i>Total Area:</i> Approx. 14 acres  <i>Current Use:</i> Aggregate supply company, warehouse storage  <i>Existing GP:</i> (15) Limited Impact Industrial	<ul style="list-style-type: none"> <li>• Property is in the floodway/floodplain</li> <li>• Previously, County mistakenly allowed development to occur</li> <li>• Changing designation would make current uses legal, non-conforming — uses could continue indefinitely, but expansion would be precluded</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
7	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	No recommendation submitted	<p><i>Total Area:</i> 271 acres</p> <p><i>Current Use:</i> Residential/agricultural</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Included to document area of change shown on July 2004 Map</li> <li>• Resulting from the town center planning process reflecting a more concentrated town center, surrounded by semi-rural lands</li> <li>• Staff supports Planning Group recommendation</li> <li>• Consistent with the existing general plan designation</li> </ul>

## Valley Center Town Center (Southern Village)

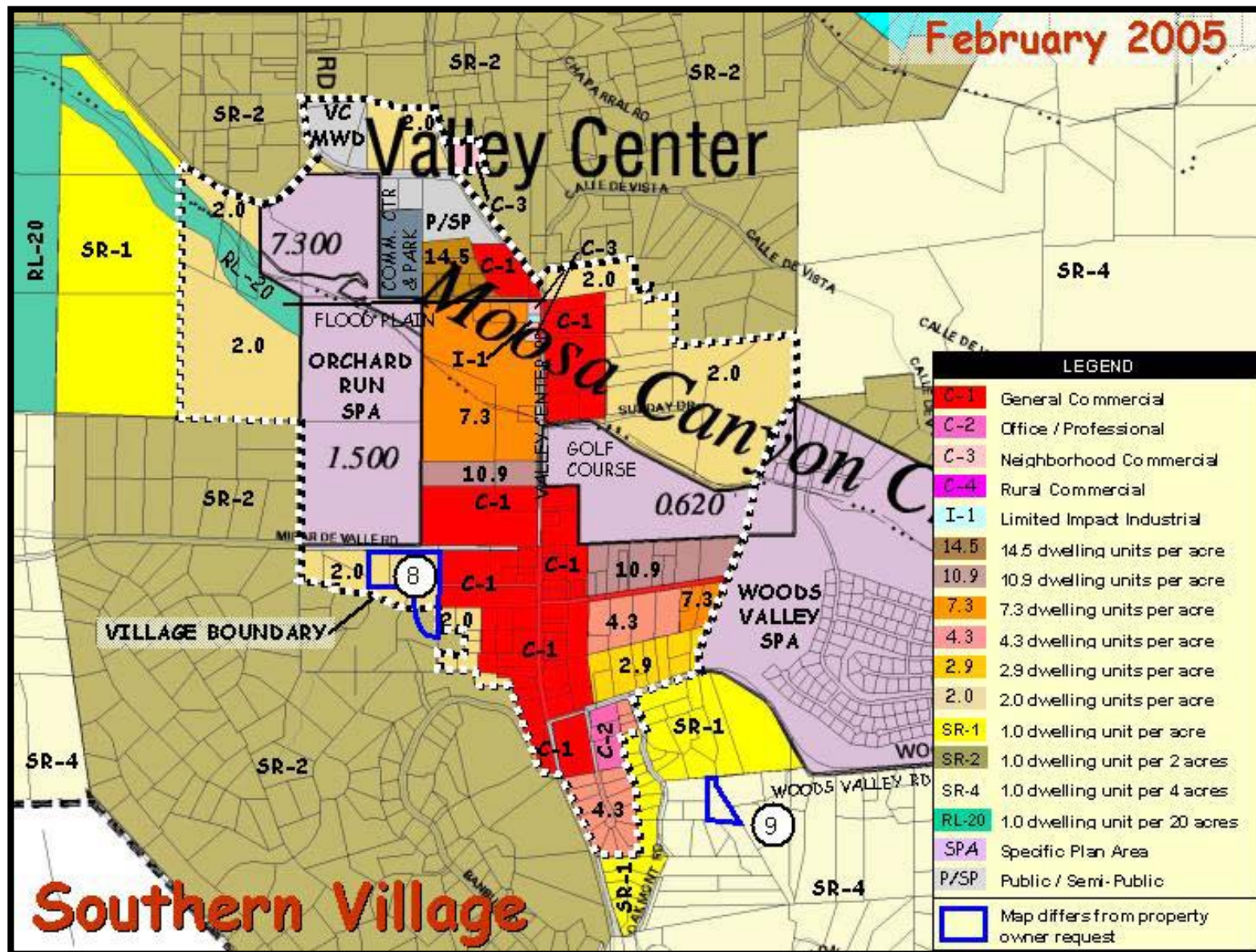


Figure VC-2

## Property Owner Requests Inconsistent with Staff Recommendations

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff	CPG/CSG	Owner		
8	(VR-2) Village Residential	(VR-2) Village Residential	(C-1) General Commercial	<i>Total Area:</i> 20.48 acres	<ul style="list-style-type: none"> <li>Projected needs do not support additional commercial</li> <li>Village Residential densities applied in areas without steep slope; Semi-Rural densities retained in other areas</li> <li>Village Residential densities provide a transition between commercial and semi-rural land uses</li> <li>Staff supports Planning Group recommendation</li> </ul>
	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural	(VR-2) Village Residential <b>(Rattray)</b>	<i>Current Use:</i> Undeveloped/Residential  <i>Existing GP:</i> (17) Estate Residential	
9	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(SR-1) Semi-Rural Residential <b>(Townsend)</b>	<i>Total Area:</i> 2.26 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Although adjacent to SR-1 area, three sides of parcel are designated SR-2. Changing density of requested parcel would prompt higher densities in much larger area</li> <li>Consistent with density under existing general plan</li> <li>Staff supports Planning Group recommendation</li> </ul>

### Staff Recommendations Consistent with Property Owner Requests

#### Northern Village

Property Owner	Request/ Staff Recommendation	Acreage
Arnold	(SR-2) Semi-rural	7.05
Bose	(I-2) Medium Impact Industrial	2.55
Burditt	(C-4) Rural Commercial	1.37
Donahue	(I-2) Medium Impact Industrial	8.93
Gabriele	(C-4) Rural Commercial	1.59
Geiger	(C-1) General Commercial	1.22
Hiepler	(C-2) Office Professional	2.73
Hinojosa	(C-2) Office Professional	2.71
Jensen	(C-1) General Commercial	9.5
	(I-1) Limited Impact Industrial	
	(I-2) Medium Impact Industrial	
Lee	(C-1) General Commercial	~ 1
Parker	(C-4) Rural Commercial	2.30
Stephens	(C-1) General Commercial	1.22
Stephens	(C-4) Rural Commercial	0.74

#### Southern Village

Property Owner	Request/ Staff Recommendation	Acreage
Barry	(C-1) General Commercial	5.2
Bernsen	(C-1) General Commercial	5.49
Bohorquez	(C-1) General Commercial	~6
Burditt	(C-1) General Commercial	3.18
Doran	(C-1) General Commercial	1.76
Harmon	(I-1) Limited Impact Industrial	0.25
Houston	(VR-2) Village Residential	~ 1.5
Olson	(C-1) General Commercial	2.62
Pateman	(C-1) General Commercial	0.75
Smith	(C-1) General Commercial	~1
Thomas	(C-1) General Commercial	4.80
VCMWD	(VR-2) Village Residential	32.3
	(SR-2) Semi-Rural	
	Public/Semi-Public	
Woods/Johnson	(C-1) General Commercial	2.26

## Rainbow

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### Key Issues

- Both existing and the proposed expansion of commercially designated lands are constrained by the lack of sewer infrastructure (both existing and planned)
- The majority of the commercial requests are concentrated in an area located south of the Interstate 15/Rainbow Valley Boulevard off-ramp
- All of the commercial requests are located within the I-15 Scenic Corridor. Special consideration must be given to potential visual impacts as properties are developed

### Planning Group Direction

- The Planning Group basically supports all the commercial requests in an effort to assist commercial businesses in Rainbow to be more viable and competitive with other communities
- The Planning Group supports a limited expansion of commercial designated lands. However, the Planning Group does not support the expansion of commercial lands that would negatively impact the agriculture or rural character of the community
- The Planning Group and the community would like to provide commercial opportunities for local residents without having to rely on or travel to other areas for services

### Additional Staff Analysis/ Recommendations

Staff disagrees with additional commercial requests because of lack of infrastructure and a surplus of vacant, commercially designated lands. There are no lands proposed for Industrial designations. However, the community has numerous agriculturally related businesses and nurseries.

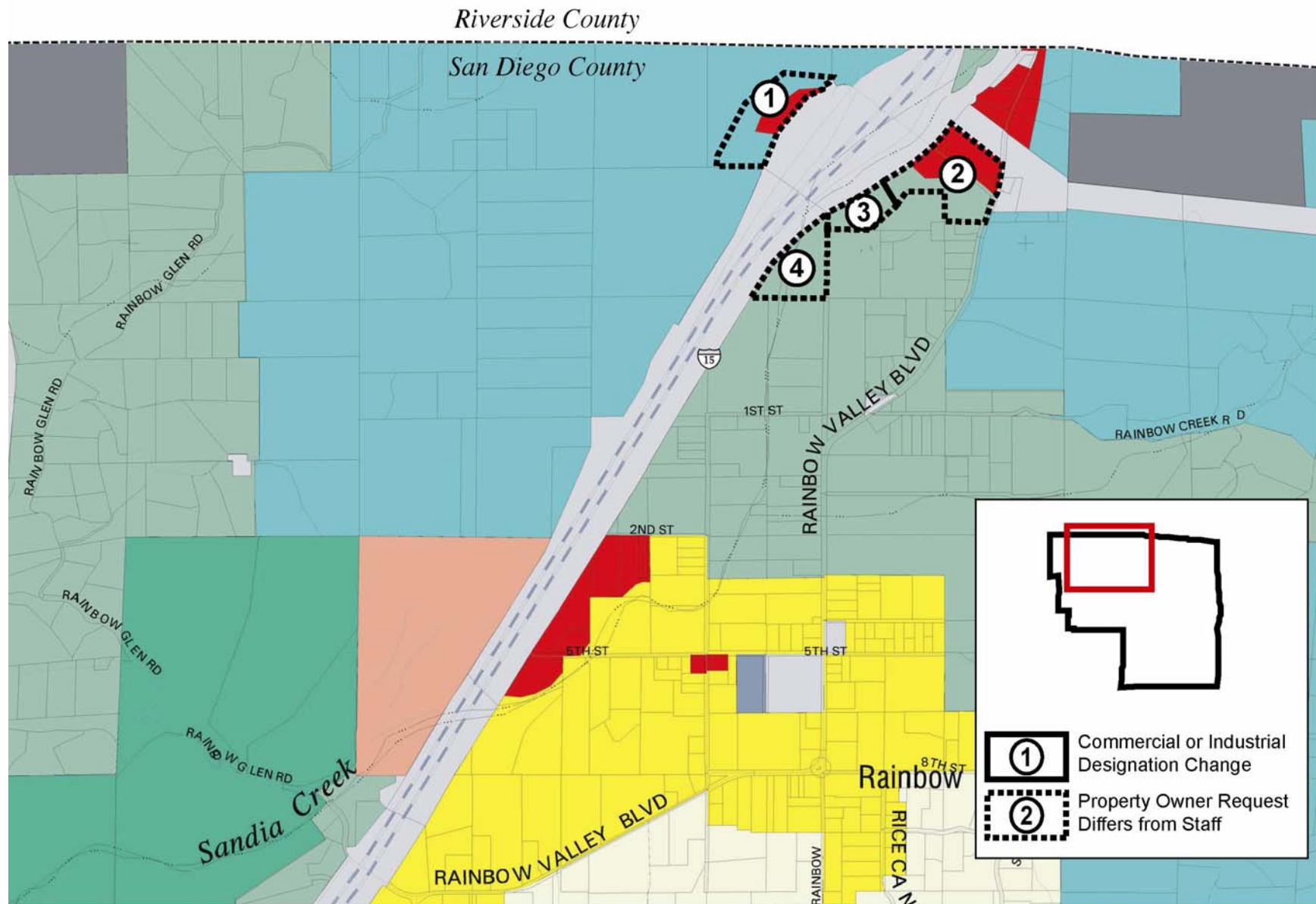
### ERA Needs Analysis (all numbers in acres)

	<i><b>Projected Demand</b></i>	<i><b>Existing General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>	<i><b>Proposed General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>
Commercial	6	32	26	41	35
Industrial	6	0	(6)	0	(6)
Office	1	4	3	5	4

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

## Rainbow (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	Retain existing area of (C-1) General Commercial  Retain existing area of (RL-20) Rural Lands	Expand (C-1) General Commercial from 3.84 to 9.12 acres	Expand (C-1) General Commercial from 3.84 to 9.12 acres <b>(Stubblefield)</b>	<i>Total Area:</i> 9.12 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (13) General Commercial (18) Multiple Rural Use	<ul style="list-style-type: none"> <li>• The area surrounding the buildable portion of the site is topographically constrained (more than half the site contains slopes &gt;50%)</li> <li>• Isolated commercial location</li> <li>• Additional environmental analysis required to address geology and seismic site concerns</li> <li>• Within Rainbow Municipal Water District service area, however, sewer service is not available or planned for the area</li> <li>• Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> </ul>
2	Retain existing area of (C-1) General Commercial  Retain existing area of (SR-10) Semi-Rural Residential	(C-1) General Commercial  (SR-10) Semi-Rural Residential	Expand (C-1) General Commercial from approx. 2.5 acres to 11.05 acres <b>(Johnson)</b>	<i>Total Area:</i> 11.05 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (13) General Commercial (17) Estate Residential	<ul style="list-style-type: none"> <li>• Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>• Increased heavy truck traffic to local road network could result.</li> <li>• May impact community character/ inconsistent with community development model for Rainbow</li> <li>• Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(SR-10) Semi-Rural Residential	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(Frulla)</b>	<p><i>Total Area:</i> 5.58 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>• Site is highly visible from the I-15 Corridor</li> <li>• Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> <li>• The parcel is limited by steep slopes; the entire site has over 25% slopes.</li> </ul>
4	(SR-10) Semi-Rural Residential	Support a land use designation to allow existing business to remain	Commercial designation to allow existing uses to continue <b>(Scrape)</b>	<p><i>Total Area:</i> 11.26 acres</p> <p><i>Current Use:</i> Existing contractor agricultural/industrial business</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Request not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>• Existing quasi-commercial to medium industrial use surrounded by agricultural land uses (primarily nurseries)</li> <li>• Uses on site are currently more compatible with an industrial designation</li> <li>• Spot application of an industrial designation is not consistent with location criteria</li> <li>• Regulatory process (rezone or major use permit) is more appropriate process to accommodate request and would allow site-specific review and on-going conditions to ensure compatibility w/ surrounding area</li> </ul>

## Fallbrook

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### Key Issues

#### *Fallbrook Village Revitalization*

- Considerable efforts have gone into the revitalization and continued success of the Fallbrook village area. The village area should continue to be the focus of commercial activities
- New commercial designations should support and not compromise the goal of a successful commercial district in the village area

#### *Industrial and Employment Uses*

- Currently, Fallbrook has a shortage of light industrial land to support business growth
- The Campus Park site can help meet the need for new employment land, however additional lands may be needed if land designated for light industrial is used for other uses

#### *Fallbrook-Campus Park Special Study Area*

- Staff is working on a plan alternative for the site of the former Hewlett-Packard Campus Park Specific Plan Area with land owners, and the Planning Group

### Planning Group Direction

- No new commercial that would compete with Village retailers
- Expand existing industrial area to the east, provided there is property owner support

### Additional Staff Analysis/ Recommendations

- Staff supports Planning Group direction and the goals of the Fallbrook Economic Revitalization Plan
- Staff recommends the Village Core Mixed Use designation, which allows specific zones in the Revitalization Plan. No new commercial lands have been added beyond the village area
- Industrial has been expanded to the east of the existing district. The planning of Campus Park will be monitored to ensure enough light industrial or office lands are provided for Fallbrook

**ERA Needs Analysis**  
*(all numbers in acres)*

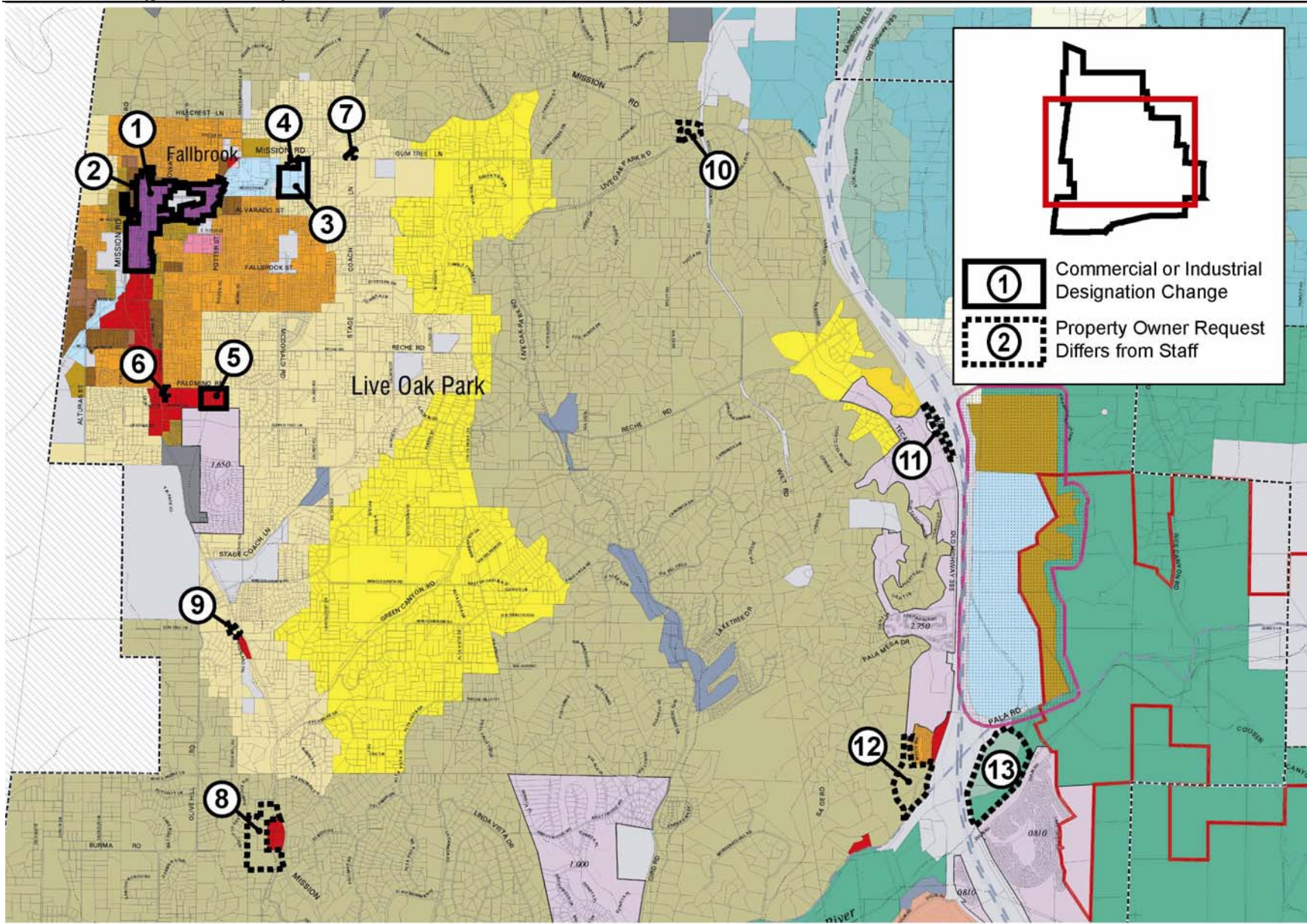
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	117	237	120	170	53
Industrial	117	172	55	555*	438*
Office	40	87	47	106	66

*\* Includes Fallbrook-Campus Park Special Study Area (subject to change)*

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

## Fallbrook (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-5) Village Core Mixed Use	(C-5) Village Core Mixed Use	Multiple Ownerships – No recommendations submitted	<p><i>Total Area:</i> 300 acres</p> <p><i>Current Use:</i> Mixed; primarily commercial</p> <p><i>Existing GP:</i> (28) Fallbrook Village</p>	<ul style="list-style-type: none"> <li>The proposed change is intended to implement the Fallbrook Economic Revitalization Plan.</li> <li>The area currently has specialized zoning and a comprehensive plan for mixed-use development.</li> <li>This revision does not affect the allowed uses in the area.</li> </ul>
2	(C-5) Village Core Mixed Use	(C-5) Village Core Mixed Use	Fallbrook Village Zone 3 <b>(Friends of Fallbrook Library)</b>	<p><i>Total Area:</i> Less than 0.5 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (9) Residential</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses and community character – adjacent to current Fallbrook Village area and current Fallbrook library</li> <li>Would allow for development of new library without a major use permit</li> </ul>
3	(I-1) Limited Impact Industrial	(I-1) Limited Impact Industrial	<p>Industrial <b>(Kesorovich)</b></p> <p>Village Residential (VR-7.3; 10.9; or 14.5) <b>(Willhite)</b></p> <p><i>(Same ownership – different requests)</i></p>	<p><i>Total Area:</i> 20.42 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> <li>Consistency with projected need – Fallbrook has an identified need for additional industrial acreage</li> <li>Compatibility with surrounding uses – adjacent to current industrial district</li> <li>Located along Mission Road</li> <li>Supported by Infrastructure</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
4	(VR-2) Village Residential	(VR-2) Village Residential	Commercial <b>(Ramirez)</b>	<i>Total Area:</i> 2.06 acres  <i>Current Use:</i> Commercial (fruit stand)  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Commercial use is incompatible with surrounding uses and plans for the area</li> <li>Would be a 'spot' commercial designation</li> </ul>
5	(C-1) General Commercial	(C-1) General Commercial	Commercial <b>(Grand Tradition)</b>	<i>Total Area:</i> 8.33 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Compatibility with surrounding uses and community character – redesignation would allow for expansion of existing commercial use that is valued in the community</li> <li>Located in a Village area but outside the Fallbrook Village revitalization area</li> </ul>
6	(VR-2) Village Residential	(VR-2) Village Residential	Request for Commercial <b>(Grand Tradition)</b>  Multiple Ownerships – No recommendations submitted	<i>Total Area:</i> 5 parcels, all less than 0.5 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Parcels not currently in Grand Tradition ownership (adjacent to Grand Tradition property)</li> <li>Located on a major road (Mission Road) but access is not direct</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
7	(VR-2) Village Residential	(VR-2) Village Residential	(C-3) Neighborhood Commercial <b>(Chedister)</b>	<p><i>Total Area:</i> 1 acre</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> <li>Property surrounded on all sides by major roads however access is very difficult due to</li> <li>Property owner recently granted a rezone and staff recommendation would be consistent with the rezone (RC – Residential Commercial)</li> </ul>
8	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-4) Rural Commercial <b>(Krum)</b>	<p><i>Total Area:</i> 17 acres</p> <p><i>Current Use:</i> Agricultural, Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Located outside the Village center area</li> <li>Existing residential and agricultural area</li> <li>Potential for incompatibilities with surrounding land uses and community character</li> <li>Environmental constraints (slope, creek)</li> <li>Requested use (winery, bed &amp; breakfast, event area) can be accommodated through Major Use Permit process</li> </ul>
9	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-1) General Commercial <b>(Brown)</b>	<p><i>Total Area:</i> 2 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> <li>Located outside the Village center area</li> <li>Existing residential area</li> <li>Discourages strip commercial development – would encourage future expansion of isolated commercial parcels along South Mission Road</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
10	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-4) Rural Commercial <b>(Simon)</b>	<i>Total Area:</i> 9.2 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Existing residential and agricultural area</li> </ul>
11	(SR-10) Semi-Rural Residential	(SR-10) Semi-Rural Residential	Commercial or higher-density residential <b>(Stirnkorb)</b>	<i>Total Area:</i> 8.75 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize an existing use</li> <li>• Located on a major road – between I-15 and Highway 395 but has difficult access</li> <li>• Property has significant environmental constraints (slope)</li> </ul>
12	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	Commercial or Mixed-Use <b>(CW Clark)</b>	<i>Total Area:</i> 34 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize an existing use</li> <li>• Located near the I-15 and Highway 76 although across the street from existing service station – a use that the planning group does not want to see expanded</li> <li>• Property has significant environmental constraints (slope)</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
13	(SR-10) Semi-Rural Residential  (RL-40) Rural Lands	(SR-10) Semi-Rural Residential  (RL-40) Rural Lands	General Commercial and Village Residential <b>(Pankey)</b>	<i>Total Area:</i> 62.47  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize an existing agricultural use</li> <li>• Parcel large enough to support commercial that could be inconsistent with viability of the existing commercial area</li> <li>• Property has significant environmental constraints (slope)</li> </ul>